

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER
ART MUSEUM ADVISORY COMMITTEE (AMAC) MEETING MINUTES
ELECTRONIC MEETING
THURSDAY, FEBRUARY 9, 2021**

Committee Members: D. Becker; K. Duffek; C. Gotay; H. Greenwood; M. Kemble; D. LaCas; M. Price; F. Patterson; and Councillor N. Gambioli. Absent: S. Donaher.

Staff: D. Niedermayer, Senior Manager, Cultural Services; and H. Letwin, Museum Administrator/Curator and Recording Clerk.

1. CALL TO ORDER

The meeting was called to order at 3:12 p.m.

WHEREAS the February 5, 2021 Order of the Provincial Health Officer on Gatherings and Events ("order") prohibits members of the public from attending committee meetings in-person until the order is rescinded or replaced;

WHEREAS the District of West Vancouver is required to prohibit in-person attendance at committee meetings pursuant to the order; and

WHEREAS the District of West Vancouver has enabled public participation at committee meetings via electronic means to ensure openness, transparency, accessibility and accountability, including via the use of electronic communication facilities (video-conferencing software) for public participation;

THEREFORE BE IT RESOLVED THAT the February 9, 2021 Art Museum Advisory Committee meeting be held without in-person public attendance.

CARRIED

2. APPROVAL OF AGENDA

It was Moved and Seconded:

THAT the February 9, 2021, Art Museum Advisory Committee meeting agenda be approved as circulated.

CARRIED

3. ADOPTION OF MINUTES

It was Moved and Seconded:

THAT the January 7, 2021, Art Museum Advisory Committee meeting minutes be adopted as circulated.

CARRIED

M. Kemble joined at 3:19 p.m.

REPORTS / ITEMS

4. Administrator / Curator's Report

H. Letwin reported that the orientation for new AMAC members was completed. H. Letwin offered an update on the Cornelia Hahn Oberlander exhibition and related programming. She also reported on current children's programming, noting that the

Saturday morning programs were continuing near capacity, and the two weeks of Spring Break Camp are both full.

B. Helliwell joined at 3:27 p.m.

5. Mission Statement Discussion and Proposed Development of 3-year Strategic Plan

K. Duffek presented the proposed new Mission Statement:

The West Vancouver Art Museum builds awareness of diverse forms of contemporary and historical art, architecture, and design, engaging audiences with issues and ideas central to the community and the world beyond.

This updated mission statement is inspired by the diverse and dynamic programming that is offered by the West Vancouver Art Museum, and that continues to engage and increase local audiences as well as the museum's visibility among the wider public. Through its collections, publications, range of exhibitions, and innovative educational programs for adults and youth, the West Vancouver Art Museum looks at this community in relation to the wider world through a lens of art, architecture, and design. This is a broader scope than many galleries and museums of this size have, while also offering a specific focus that is not replicated by any other institutions in the province; it opens the museum to fully embrace local history and accomplishments, connect people to place, and examine contemporary issues and ideas connected to West Vancouver and beyond. The statement is designed to be bold and both to inspire and challenge the museum as it moves forward.

It was Moved and Seconded:

THAT the Art Museum Advisory Committee recommends the Mission Statement as submitted for approval by Council.

CARRIED

F. Patterson also suggested that the AMAC consider the development of a 3-year Strategic Plan in September.

M. Kemble left the meeting at 4:06 p.m.

6. Communications and Marketing Plan

Staff will prepare a baseline report reflecting numbers of people who engage with the West Vancouver Art Museum's social media, website, and virtual presence. Once these baseline figures have been captured, AMAC can use this to work with staff to set goals to improve visibility.

7. Fundraising Report

Meeting set for February 18 at 10 a.m.

The Fundraising Agreement, executed in 2017, expired in November 2020 and is due for revision. Staff will circulate a new Fundraising Agreement, which the Fundraising Subcommittee can review and which can be approved at the next AMAC meeting.

8. Meeting Dates

The next meeting will take place on March 10 at 3 p.m. The additional scheduled meetings are as follows, all to start at 10 a.m.:

- April 13
- May 11
- June 8
- July 13
- September 14
- October 12
- November 9
- December 14

9. Other Business

There was no other business.

PUBLIC QUESTIONS

10. PUBLIC QUESTIONS

There were no questions.

11. ADJOURNMENT

It was Moved and Seconded:


THAT the February 9, 2021, Art Museum Advisory Committee meeting (open session) be adjourned.

CARRIED

The meeting adjourned at 4:33 p.m.

Certified Correct:


Chair


Committee Clerk

